

ABSTRACT

The present invention provides technology for distributing user-acceptable and highly effective advertisements and enables detailed status representation on an awareness system. Advertisement icons such as a company symbol can be subsequently added to alternatives of user statuses and the icons can be set as user statuses. Display of an advertisement icon as status of an acquaintance in a buddy list allows companies to announce services or items they provide as used by the acquaintance that the status represents. Since advertisement icons are diffused via a reliable network composed of acquaintances in the buddy list, users have a good impression on the advertisements and high advertising effectiveness is expected.